

FIG. 1

AUDIO PROGRAM DATABASE - 200

	DATE/TIME	STATION	GEOGRAPHIC AREA	TITLE	PROGRAM TYPE(S)	...	PERFORMERS
205	240 11/18/99 -- 8:00 P.M.	245 WPXI	248 NYC	250 CASEY'S COUNTDOWN	255 TOP 40		270 VARIOUS ARTISTS
210	11/18/99 -- 8:30 P.M.	WNWE	PHILADELPHIA	FINANCE UPDATE	FINANCE; TALK;TRAFFIC		JOE BANKER
220	...						
	11/18/99 -- 9:00 P.M.	WPJL	NYC	GREATEST HITS	ADULT CONTEMPORAR Y		VARIOUS ARTISTS

FIG. 2

LISTENING HISTORY (POSITIVE EXAMPLES) 300-1

TIME	STATION	PROGRAM TYPE	...	PROGRAM TYPE	...	PERFORMERS	ENVIRONMENTAL OBSERVATIONS	CLASS
320	325	1 330		N 335		340	345	350
1930	WPAX	TOP 40		N/A		VARIOUS ARTISTS	LOCATION(S): WESTCHESTER COUNTY LOCATION CHARACTERISTICS: SUBURBAN; RURAL WEATHER: CLEAR; SUNNY MOVEMENT CHARACTERISTICS: 55 MPH	POS
...
1900	WTKU	TALK RADIO		TRAFFIC; FINANCE		JOE BANKER (HOST)	LOCATION(S): NEW YORK CITY LOCATION CHARACTERISTICS: URBAN WEATHER: PARTIALLY CLOUDY; 50 DEGREES MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC	POS

FIG. 3A

LISTENING HISTORY (NEGATIVE EXAMPLES) 300-2

TIME	STATION	PROGRAM TYPE	PROGRAM TYPE	PERFORMERS	ENVIRONMENTAL OBSERVATIONS	CLASS
320	325	1 330	N 335	340	345	350
0530	WCTR	COUNTRY	NASHVILLE	FAITH RHYMES; TIM GARTH	LOCATION(S): WESTCHESTER COUNTY LOCATION CHARACTERISTICS: SUBURBAN; RURAL WEATHER: CLEAR; SUNNY MOVEMENT CHARACTERISTICS: 55 MPH	NEG
306
1400	WPJL	CLASSICAL	TRAFFIC; WEATHER	JANE MUSIC (HOST)	LOCATION(S): NEW YORK CITY LOCATION CHARACTERISTICS: URBAN WEATHER: PARTIALLY CLOUDY; 50 DEGREES MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC	NEG

FIG. 3B

USER PROFILE 360

	RULE IDENTIFIER	CONDITIONS	RECOMMENDATION
371	380	385	390
372	RULE 1	TIME > 1830 & TIME <= 1930 & PROGRAM TYPE = TALK RADIO & LOCATION CHARACTERISTICS=URBAN	POS [98.5%]
373	RULE 2	TIME > 1430 & PROGRAM TYPE = TOP 40 & WEATHER =SUNNY	POS [96.5%]
...	RULE 3	TIME > 600 & MOVEMENT CHARACTERISTICS = AVG SPEED > 45 MPH	NEUTRAL
374	RULE N	DEFAULT	NEG [100.0%]

FIG. 3C

400

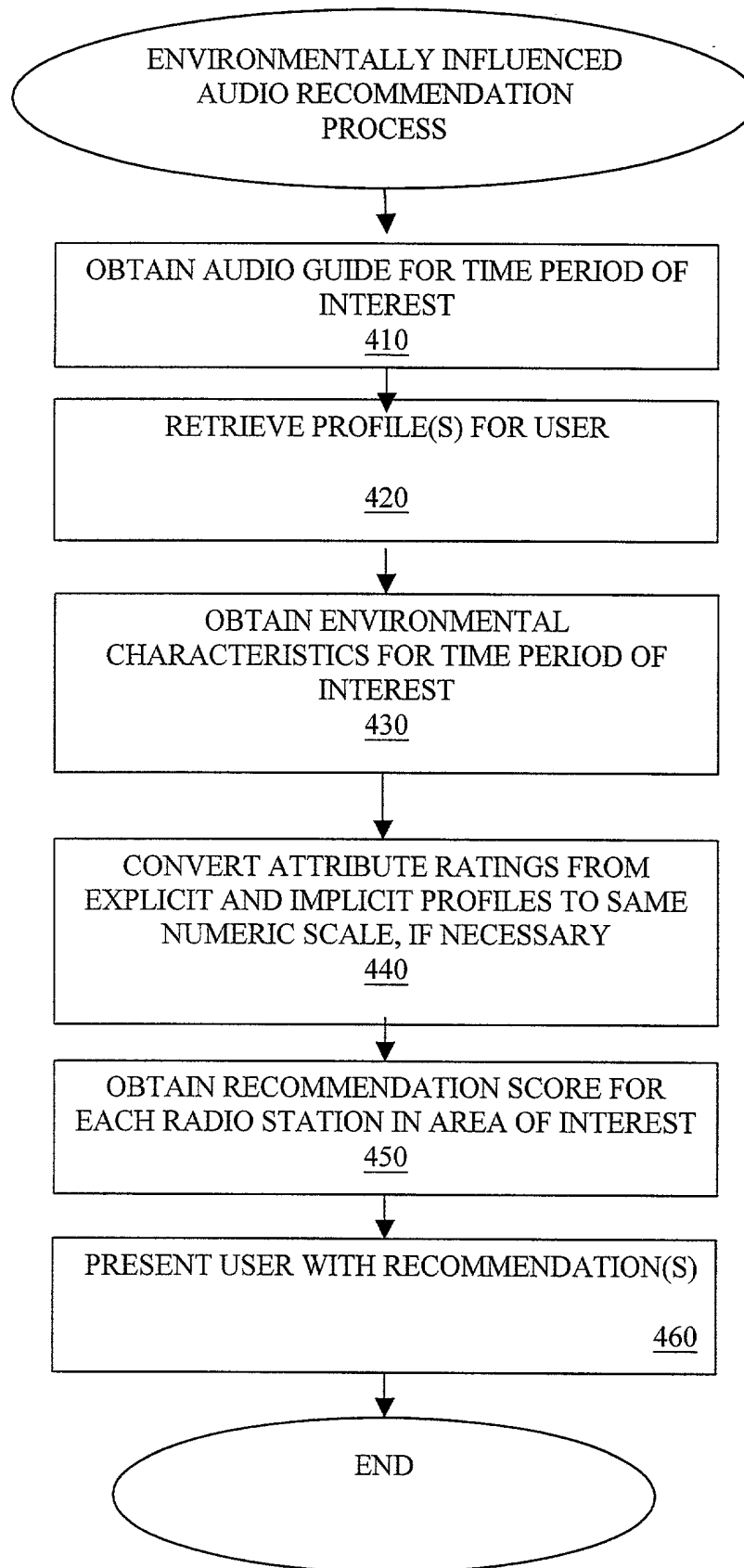


FIG. 4